



BROOKLYN VILLAGE

# Session 4: Economic Opportunity & Retail

# TEAM: BK PARTNERS LLC



- Peebles Corporation
- Conformity Corporation
- Stantec

**Supported by: Perkins & Will | ColeJenest & Stone | Urbane Environments | Yellow Duck Marketing | CBRE | Jennifer Stanton | Legacy Real Estate Advisors | and many more...**

# The Peebles Corporation





# 2100 Martin Luther King Jr Ave SE

Washington, DC



# Hospitality



# Building ladders of opportunity



- 35% MWSBE commitment
- Historical commitment to creating ladder of economic opportunity
- History of high MWSBE achievement
- Entrepreneurship Institute
- Peebles launched DC program to expose youth to all aspects of hospitality Industry
- Part of 400-student DC National Academies Foundation “Academies of Hospitality and Tourism” (AHOT)





CONFORMITY  
CORPORATION





# Southborough





# Southborough



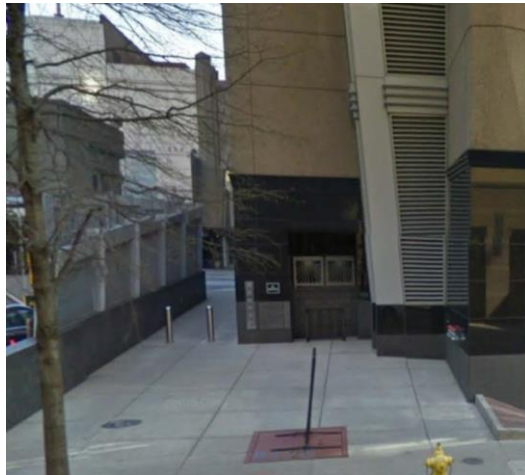




# 7th Street Shops



# Adam Williams - Legacy





# Adam Williams - Legacy



# Retail Opportunity

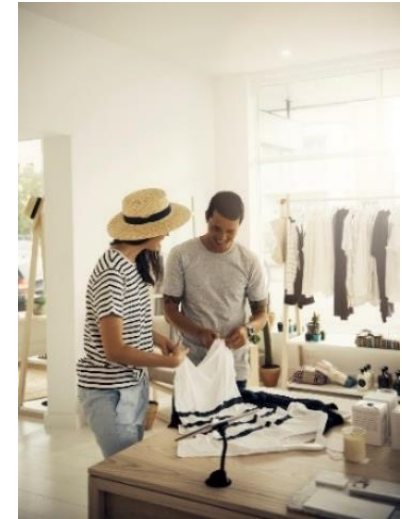




# Retail Opportunity



Grocery (Anchor) | Personal Services  
Specialty Fitness | Food | Soft Goods



# Inclusive Retail Approach



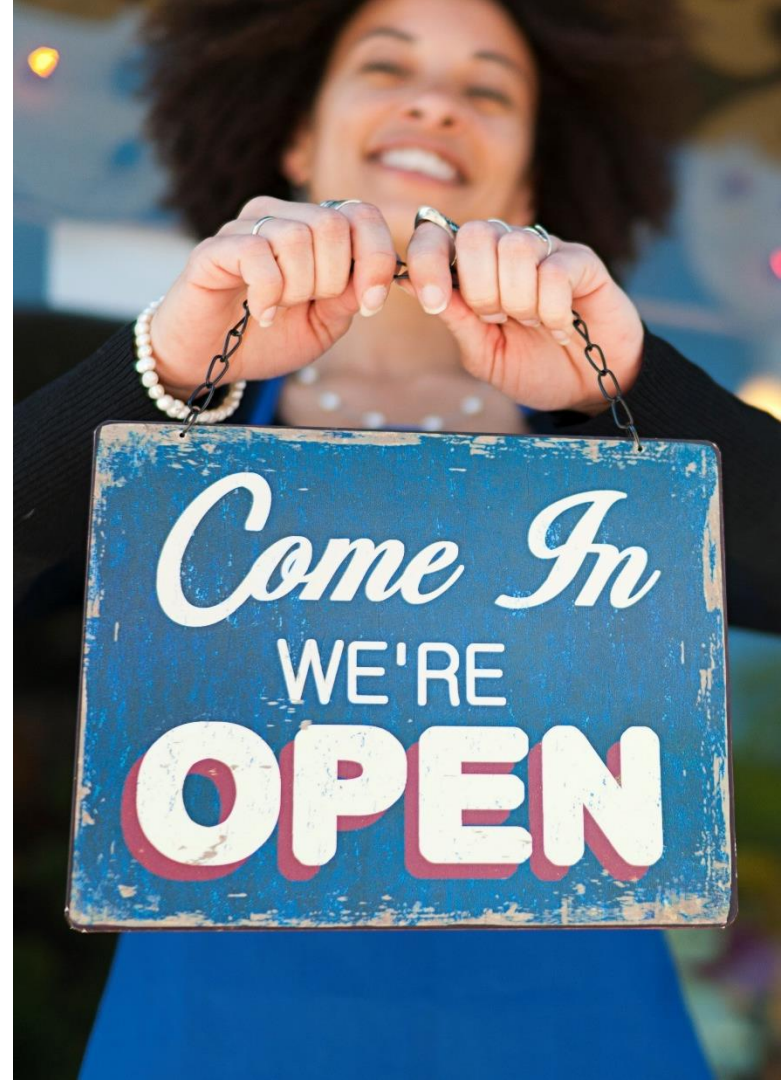
- Deliberate Underwriting
  - Possible Upfits
- Variety of Spaces
- Online Resources at the Brooklyn Village Website





# Retail Program

- Grocer
- Food & Drinking Establishments
- Home Furnishing Stores
- Kitchenware
- Hardware & Appliance Stores
- Health & Personal Care Stores
- Boutique Men's Clothing Stores
- Boutique Women's Clothing Stores
- Jewelry, Luggage and Leather Goods Stores
- Sporting Goods Stores
- Boutique Book and Music Stores



# Retail Program

- Chef-driven eateries spanning all price ranges, cultures and ethnicities, and
- Venues celebrating the city's love of music and art and passion for sports and entertainment.



# Retail Program

- Local businesses of all types that have loyally provided products and services to the city through decades of transition
- The entrepreneur with a qualified business plan seeking a boutique retail or restaurant opportunity
- Recognizable urban brands seeking an authentic “high-street” experience







NUE BROWS TO BRAZILIANS + BEAUTE BAR

# Nue'

Full service-waxing studio setting the standard for body waxing and eyebrow services



Founded by Olivia Chapa-Baltimore in 2013.

Located at 1315 East Blvd., Suite 160

Services include waxing, eyebrows & eyelashes, 3D Brows, microblading, depilar & secret services

2015 Top 12 Small Business of the Year  
Creative Loafing

2014 & 2015 Elevate Lifestyle Magazine  
Smoothest Skin Waxing







# No Grease, Inc.



"Is Not Your Ordinary Barbershop. It's Not What We Do,  
It's How We Do It."

Founded in 1997 by Damian and Jermaine Johnson

Evolved into a popular, profitable, and talent stable chain of full service barber parlor operations. No Grease also operates a barber school.

Our logo, simply stated, embodies this value of resiliency, which we define as the ability to negate that which was meant for our detriment and, in turn, empower for our good.



# Brooklyn Village North/Urban Retail

The New Park surrounded  
by 18 Hour Activity







0' 50' 100' 200'

**BROOKLYN VILLAGE NORTH**  
GROUND FLOOR PLAN



# Second Street retail

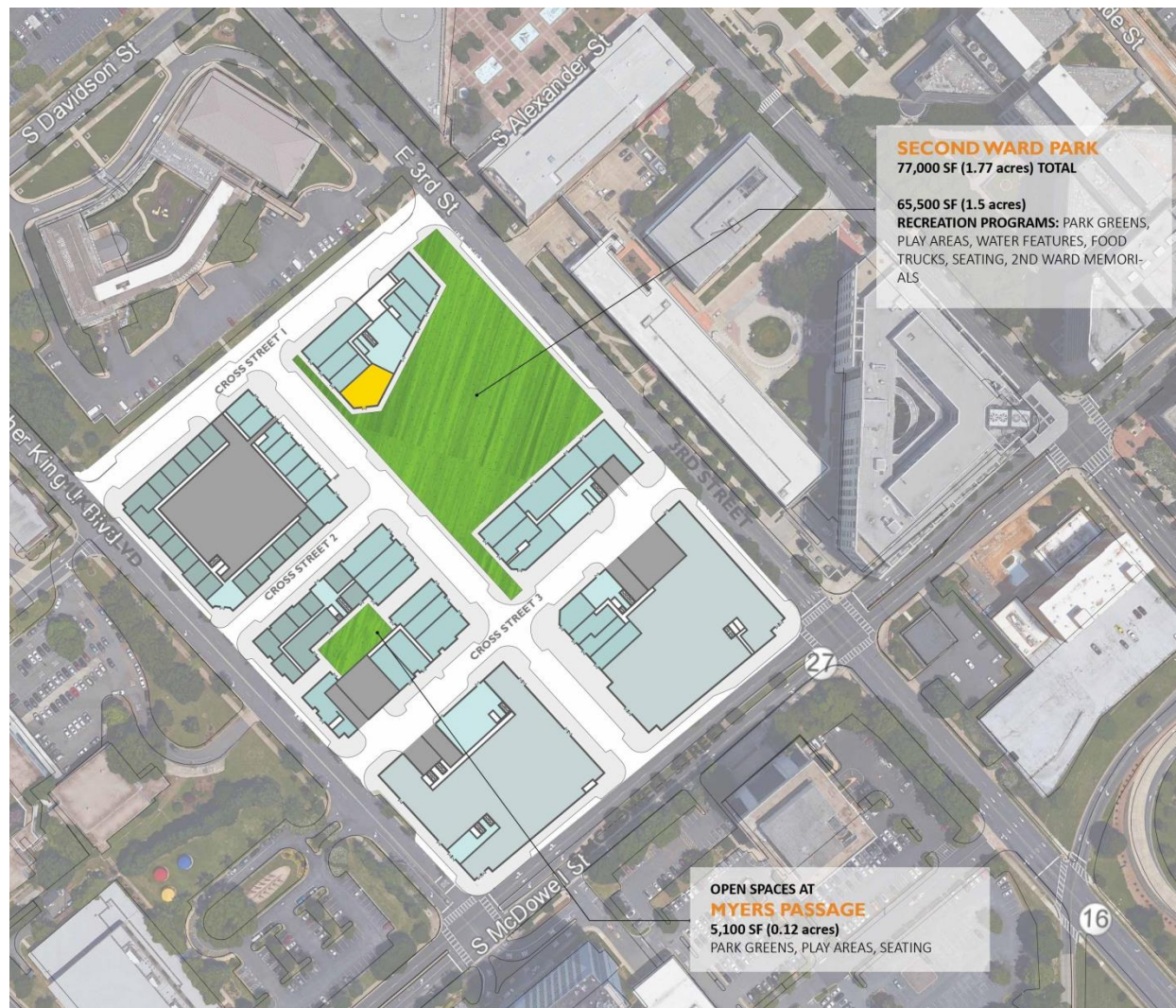




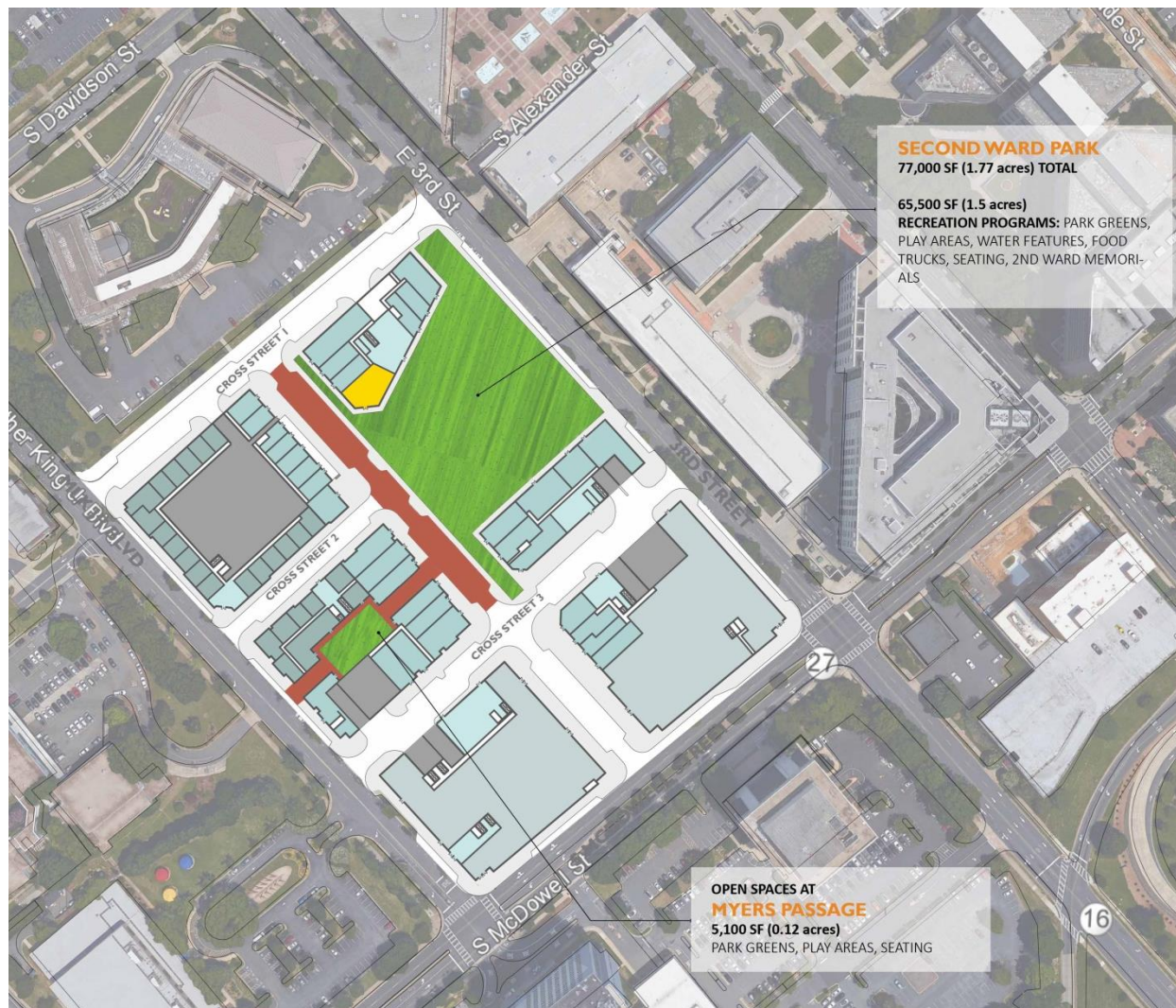
# Second Street restaurants



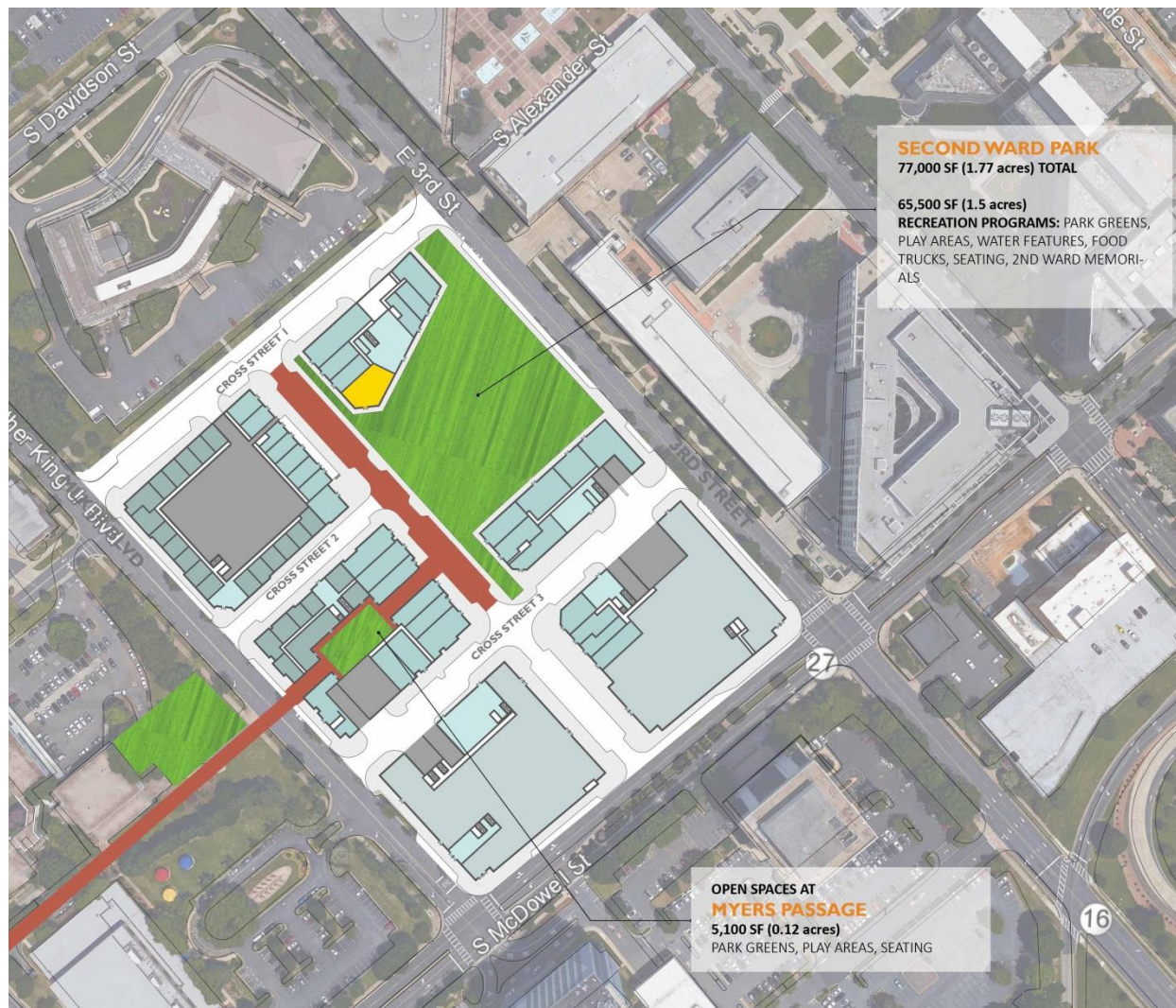










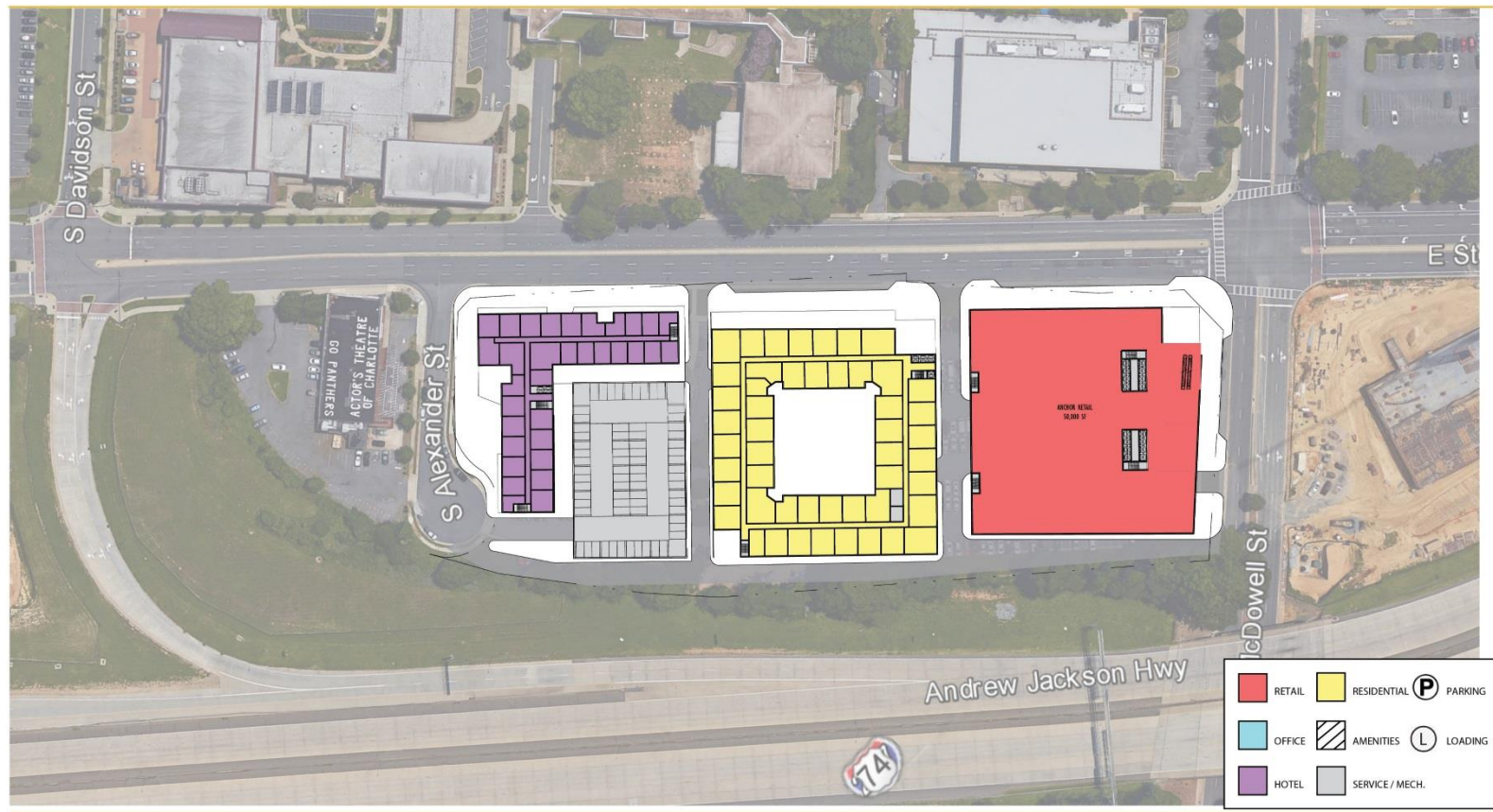






Completing Stonewall





**BROOKLYN VILLAGE SOUTH**  
2ND FLOOR PLAN





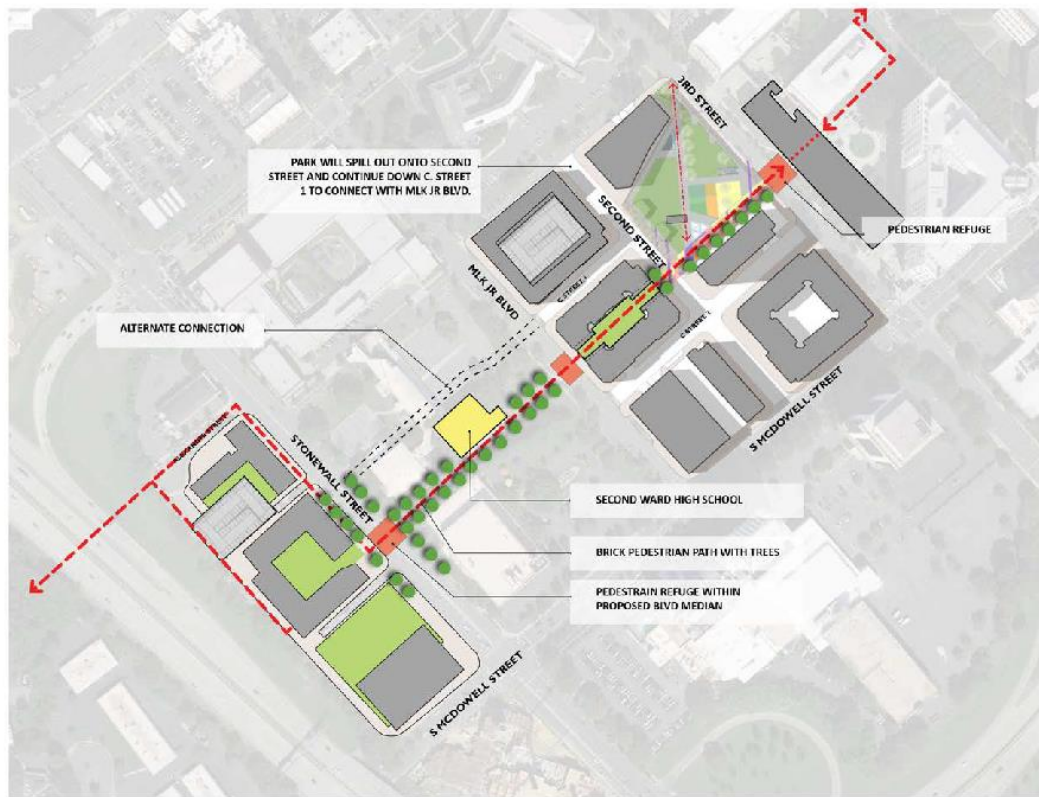
**BROOKLYN VILLAGE SOUTH**  
GROUND FLOOR PLAN



Stonewall Retail



# Myers Passage





# Connecting to Uptown







Urban Big Box





Urban Big Box



# Traditional Urban Storefronts





# Pop-Up/Small Format Retail







Pop-up/entrepreneur space  
along Myers Passage





Pop-up/entrepreneur space  
along Myers Passage



# Starting a Business in Charlotte

**Small Business  
Administration**

<https://www.sba.gov/starting-business/how-start-business>

**Charlotte Business  
Inclusion Program**

[CharlotteBusinessInclusion.com](http://CharlotteBusinessInclusion.com)

**Office for Historically  
Underutilized Business**

[www.DOA.NC.Gov/Hub](http://www.DOA.NC.Gov/Hub)

[Teresa.McDow@MecklenburgCountyNC.gov](mailto:Teresa.McDow@MecklenburgCountyNC.gov)



# Public Sessions

- **Brooklyn Village History and Cultural Programming & Other Design Elements**

- **Monday, August 15<sup>th</sup>** 6:00 pm & **Tuesday, August 16<sup>th</sup>** 11:30 am
- **Location:** Beatties Ford Road Public Library

- **MWSBE Participation & Outreach**

- **Monday, August 29<sup>th</sup>** 6:00 pm & **Tuesday, August 30<sup>th</sup>** 11:30 am
- **Location:** Belmont Community Center

- **Affordable Housing and Public Open Space**

- **Monday, September 12<sup>th</sup>** 6:00 pm & **Tuesday, September 13<sup>th</sup>** 11:30 am
- **Location:** Little Rock AME Zion Church

- **Economic Opportunity and Approach to Retail**

- **Monday, September 26<sup>th</sup>** 6:00 pm & **Tuesday, September 27<sup>th</sup>** 11:30 am
- **Location:** LUESA, 2145 Suttle Avenue





## Future Public Sessions

### **Stakeholder Panels**

### **Open to All**

**Times and Locations to be Announced on Every BK Partners Platform & by Mecklenburg County**

### **Town Hall Meeting**

**Thursday, October 20<sup>th</sup> 6:00 pm,**

Charlotte-Mecklenburg Government Center

Room 267 at 600 East 4<sup>th</sup> Street, Charlotte, 28202

# Connect...



**Facebook**

brooklynvillageclt



**Twitter**

@brooklynvlgclt

**Website**

brooklynvillage-clt.com

[http://charmeck.org/mecklenburg/county/BMC2U/  
Pages/Brooklyn-Village-Redevelopment.aspx](http://charmeck.org/mecklenburg/county/BMC2U/Pages/Brooklyn-Village-Redevelopment.aspx)